(b) if so, what is the share of investment for North East Region industrial estates with particular reference to Assam;

(c) by when such industrial estates are likely to be set up in the North East Region;

(d) the details thereof indicating the projects likely to come up; and

(e) whether industrial estates already existing in the North East Region, which are in bad condition, are likely to be revitalized; if so, the details thereof and if not, the reasons therefor?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN): (a) to (e) The Government has prepared a new Plan Scheme—"Integrated Infrastructure Development of the Eastern and North Eastern Region". The Scheme would benefit 8 States of North Eastern region *viz.* Assam, Arunachal Pradesh, Manipur Meghalaya, Mizoram, Nagaland, Tripura and Sikkim and the Eastern States of Bihar, Jharkhand, Orissa and West Bengal. There would be two (2) industrial locations each in the States of Bihar, Jharkhand, West Bengal, Orissa and Assam which can be selected for benefits under the Scheme For each of the other States, there would be one (1) such industrial location The Government would provide a 'one-time' assistance of Rs. 100 crore to each industrial location.

**Steps to promote consumption of Coffee in Karnataka**

979. SHRI K.B. KRISHNA MURTHY: Will the Minister of COMMERCE AND INDUSTRY be pleased to state the various steps taken to promote domestic consumption of coffee in Karnataka?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN): In order to promote consumption of coffee in Karnataka, Coffee Board is running 3 Coffee Outlets in Karnataka to provide good quality liquid coffee and pure coffee powder at reasonable prices. Coffee Board has been undertaking following coffee promotion activities to increase the domestic consumption of coffee in the country including Karnataka:—

- Participation in important internal fairs at national, regional, local levels etc. with wet sampling of coffee.

- Organising coffee melas/coffee festivals etc. in different parts of the country from time to time.
- Promotion of coffee through media advertisements, publicity literature, Indian coffee magazine, films, VCDs/DVDs etc.
- Organising coffee workshops in different parts of the country to disseminate the science of coffee and the art of preparing filter coffee to the public and various institutions.
- Conducting surveys on domestic coffee consumption for wide dissemination to the trade.
- Providing intensive training on roasting and brewing coffee by conducting Kaapi Shastra courses by the quality division of the Coffee Board.
- Carrying out coffee campaign to improve the image of coffee as a safe beverage among the masses.
- Coffee Board is conducting a 9-month Post Graduate Diploma in coffee quality management programme with the aim to develop and provide qualified cup tasters to various segments of the industry.

**Steps** to **improve trade with Japan**

980. SHRI RAJKUMAR DHOOT: Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is a fact that India's trade with Japan slided in last decade of post reform era from third largest trading partner to seventh largest;

(b) if so, the reasons therefor;

(c) what are the items and their value exported to and imported from Japan during last three years; and

(d) the steps being taken to improve bilateral trade with Japan?

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.VK.S. ELANGOVAN): (a) and (b) Japan was India's 2nd largest trade partner in 1994-95. In 2004-05, it was the 10th largest trade partner of India. Reasons include recessionary conditions in Japan's